



1997 ECONOMIC CENSUS
MOTORCYCLE, BOAT, AND OTHER MOTOR VEHICLE DEALERS

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE ▶ FEBRUARY 12, 1998

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

RT-5503

RT

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ Yes 2 ☐ No – Report current EIN below

(9 digits)

Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 ☐ Yes 2 ☐ No – Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 ☐ Yes 3 ☐ No legal boundaries
2 ☐ No 4 ☐ Do not know

c. In what type of municipality is this establishment physically located?

096 1 ☐ City, village, or borough
2 ☐ Town or township
3 ☐ Other – Specify
4 ☐ Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS

Number of months

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation – Give date at right
4 ☐ Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month

Year

Name of new owner or operator

Number and street

City

State

ZIP Code

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.
Example: If a figure is \$1,125,628.79 report

• Preferred
Acceptable

Mil-lions (000)

Thou-sands (000)

Dol-lars (000)

1

126

1

125

629

Item 4. DOLLAR VOLUME OF BUSINESS

Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)

Mil.

Thou.

Dol.

010

Item 5. PAYROLL

Payroll in 1997, BEFORE DEDUCTIONS

Mil.

Thou.

Dol.

030

a. Annual

031

b. First quarter (January-March)

Item 6. EMPLOYMENT

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

032

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

070

Boat dealer

☐ 5551001

Boating equipment and supply store

☐ 5551002

Motorcycle dealer

☐ 5571001

Motorcycle parts and accessories dealer

☐ 5571002

Recreational vehicle dealer (travel trailers, camping trailers, converted vans, motor homes, truck campers, etc.)

☐ 5561003

Snowmobile dealer

☐ 5599003

Utility trailer dealer

☐ 5599001

Aircraft dealer

☐ 5599002

Motor vehicle dealer (new and used)

☐ 5511001

Motor vehicle dealer (used only)

☐ 5521001

Auto supply store

☐ 5531101

Marina

☐ 4493001

Other kind of business – Describe

☐ 7777777

<div><div>Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued</div><div><div><div>b. Selling characteristics</div><div><div>1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box.</div><div>068</div><div><div>From physical displays of priced merchandise1</div><div>From a counter (little or no display)2</div><div>From a warehouse or office3</div><div>Other – Describe4</div></div></div><div><div>2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box.</div><div>069</div><div><div>Location and store attractiveness1</div><div>Advertising to the general public, including direct mail advertising2</div><div>Advertising to the trade or calls directly to customers3</div><div>Other – Describe4</div></div></div></div></div><div><div>Item 8. METHOD OF SELLING</div><div><div>What was this establishment’s PRINCIPAL method of selling in 1997? Mark (X) only ONE box.</div><div>235</div><div><div>Selling at this establishment1</div><div>Mail order (include catalog selling and home shopping via television or computer)2</div><div>Telemarketing3</div><div>Direct selling (include selling from house-to-house and nonfixed or temporary locations)4</div><div>Operating merchandise vending machines5</div></div></div></div><div><div>Item 9. CLASS OF CUSTOMER</div><div><div>Report the percentage of this establishment’s total sales in 1997 (item 4) to each class of customer.</div><div>237</div><div><div>a. General public (household consumers and individuals)</div><div>239</div><div>b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government</div></div></div></div><div><div>Item 10. MERCHANDISE LINES</div><div><div>Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)</div></div></div><div><div><div>HOW TO REPORT PERCENTS</div><div><div>If figure is 38.76% of total sales:</div><div><div>Report whole percents</div><div>Not acceptable</div></div></div><div><div>Mil.</div><div>Thou.</div><div>Dol.</div><div>Percent</div></div><div><div></div><div></div><div></div><div>39</div></div><div><div></div><div></div><div></div><div>38.76</div></div></div></div><div><div><div>Merchandise lines</div><div>Census use</div><div>ESTIMATES are acceptable. Report dollars OR percents.</div><div>Mil.</div><div>Thou.</div><div>Dol.</div><div>Percent</div></div></div><div><div><div>1. Sporting goods (Include boats, bicycles, parts and accessories, etc. Report receipts from boat storage and docking on line 18c.)</div><div>230</div><div>231</div><div></div><div></div><div>232</div></div><div><div>a. New boats, motors, and parts and accessories (Report parts installed in repair on line 18a)</div><div>0514</div><div></div><div></div><div></div></div><div><div>b. Used boats, motors, and parts and accessories (Report parts installed in repair on line 18a)</div><div>0515</div><div></div><div></div><div></div></div><div><div>c. Motorized sport vehicles (include snowmobiles, golf cars, go-carts, jet skis, parts and accessories, etc.)</div><div>0527</div><div></div><div></div><div></div></div><div><div>d. All other sporting goods (include bicycles, parts and accessories, etc.)</div><div>0528</div><div></div><div></div><div></div></div><div><div>e. Sum of lines 1a through 1d</div><div>0500</div><div></div><div></div><div></div></div></div><div><div><div>Item 10. MERCHANDISE LINES – Continued</div><div><div>Merchandise lines</div><div>Census use</div><div>ESTIMATES are acceptable. Report dollars OR percents.</div><div>Mil.</div><div>Thou.</div><div>Dol.</div><div>Percent</div></div></div><div><div><div>2. Automobiles, vans, trucks, other powered transportation vehicles (Include motorcycles, motor scooters, motorbikes. Report converted vans on line 3f.)</div><div></div><div></div><div></div><div></div></div><div><div>a. New motorcycles, motor scooters, motorbikes (Include parts and accessories. Report parts installed in repair on line 18a.)</div><div>0712</div><div></div><div></div><div></div></div><div><div>b. Used motorcycles, motor scooters, motorbikes (Include parts and accessories. Report parts installed in repair on line 18a.)</div><div>0713</div><div></div><div></div><div></div></div><div><div>c. All other powered transportation vehicles (include automobiles, vans, minivans, trucks, etc.)</div><div>0714</div><div></div><div></div><div></div></div><div><div>d. Sum of lines 2a through 2c</div><div>0700</div><div></div><div></div><div></div></div><div><div>3. Recreational vehicles, parts, and accessories (Report manufactured (mobile) homes on line 7. Report liquefied petroleum (propane) gas on line 14. Report motorcycles on line 2a or 2b.)</div><div></div><div></div><div></div><div></div></div><div><div>a. New camping trailers (collapsible)</div><div>0581</div><div></div><div></div><div></div></div><div><div>b. New travel trailers (include 5th wheel)</div><div>0582</div><div></div><div></div><div></div></div><div><div>c. New truck campers (mounted on pick-up trucks) (Report trucks on line 2c)</div><div>0583</div><div></div><div></div><div></div></div><div><div>d. New motor homes</div><div>0584</div><div></div><div></div><div></div></div><div><div>e. Used recreational vehicles</div><div>0585</div><div></div><div></div><div></div></div><div><div>f. All other recreational vehicles, parts, and accessories (Include converted vans. Report repair receipts on line 18b, parts installed in repair on line 18a, and rental receipts on line 18e.)</div><div>0586</div><div></div><div></div><div></div></div><div><div>g. Sum of lines 3a through 3f</div><div>0580</div><div></div><div></div><div></div></div><div><div>4. New aircraft, engines, and parts and accessories</div><div>0857</div><div></div><div></div><div></div></div><div><div>5. Used aircraft, engines, and parts and accessories</div><div>0858</div><div></div><div></div><div></div></div><div><div>6. Utility trailers</div><div>0864</div><div></div><div></div><div></div></div><div><div>7. Manufactured (mobile) homes</div><div>0680</div><div></div><div></div><div></div></div><div><div>8. Automotive tires, tubes, batteries, parts, accessories (Report parts installed in repair on line 18a)</div><div>0740</div><div></div><div></div><div></div></div><div><div>9. Automotive fuels</div><div>0720</div><div></div><div></div><div></div></div><div><div>10. Automotive lubricants (oil, greases, etc.)</div><div>0730</div><div></div><div></div><div></div></div><div><div>11. Paint and sundries</div><div>0670</div><div></div><div></div><div></div></div><div><div>12. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.</div><div>0620</div><div></div><div></div><div></div></div><div><div>13. Hardware, tools, and plumbing and electrical supplies</div><div>0600</div><div></div><div></div><div></div></div><div><div>14. Household fuels (oil, LP gas, wood, coal)</div><div>0780</div><div></div><div></div><div></div></div><div><div>15. Men’s wear (Report footwear and boys’ wear on line 17)</div><div>0200</div><div></div><div></div><div></div></div><div><div>ITEM 10 CONTINUED ON PAGE 3</div></div></div></div></div>									
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